DOCUMENT RESUME

ED 269 064 JC 860 208

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TITLE Current Job Outlook for MCC Students.
INSTITUTION Monroe Community Coll., Rochester, N.Y.
PUB DATE Feb 86
NOTE 21p.
PUB TYPE Statistical Data (110) -- Reports - General (140)

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS Community Colleges; *Demand Occupations; *Employment Opportunities; *Employment Patterns; *Employment Projections; School Business Relationship; School Community Relationship; Two Year Colleges; *Two Year College Students

ABSTRACT

An analysis of the current job market for students at Monroe Community College (MCC) in Rochester, New York, was conducted to identify directions that would not only enhance MCC's contributions to the local community, but also to its students' future success. Job market data revealed the following trends: (1) the last decade has shown a profound shift away from manufacturing toward a service and information-based economy; (2) Rochester, which has always had a greater percentage of manufacturing employment than the national average, has also experienced a decline in manufacturing; (3) the Rochester industries that announced expansion plans between 1983-85 were not high technology industries; (4) a recent survey of job vacancies indicated that Rochester demands a highly educated workforce; and (5) though many of Rochester's industrial needs were being addressed by MCC programs, there were still gaps, including a need for greater international emphasis in programs. The bulk of the report consists of data tables showing changes in employment by industry; trends in Monroe County employment; company expansions announced, 1983-85; changes in employment in the Rochester area; manufacturing and non-manufacturing employment; unemployment rates; earnings; job vacancies; employment levels in high-technology and non-high-technology industries; export of manufactured products by county; and employment projections. (EJV)

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State University of New York
Monroe Community College

ED269064

CURRENT JOB OUTLOOK FOR MCC STUDENTS

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CURRENT JOB MARKET FOR MCC STUDENTS

What is the current job market for our students? Taking a look at job market factors might help us identify directions to take that would not only enhance MCC's contributions to the local community but our students' future success.

What do our students need to know to be competitive in today's job market? Which skills should they perfect? What factors should our programs take into account to meet changing employment needs?

Maybe there are major changes in every time period, but certainly the last decade has shown a profound shift toward a service and information-based economy, and away from manufacturing. (Chart #1) The Northeast had an increase of 140,000 jobs between 1970 and 1983. That 140,000 jobs was the difference between 460,000 jobs lost in manufacturing and 600,000 jobs created in other sectors.

Rochester has always had a greater percentage of manufacturing employment than the national average, and it still does; however, Rochester's manufacturing has also declined. (Charts 2 and 3) It's interesting to see which manufacturing industries have changed the most. (Chart 4)

New York has a history of invention and entrepreneurship, and it's these attributes that have assisted us through this painful transition period. In Rochester, a city long known for both of these qualities, Eastman Kodak is continuing its history of invention and entrepreneurship through its new subsidiaries. (Chart 5)

The public frequently identifies entrepreneurship with high technology, but that's not necessarily true. Someone has estimated that as much as 90% of entrepreneurial activities are not based on new technologies. National examples would be Federal Express and mobile cookie stands. Some of New York City's most rapidly growing companies include:

a firm renting chauffered limousines

an advertising firm that successfully grew in the City's most competitive industry

a software consulting firm to the finance industry, which achieved $2.4M in sales four years after being organized (Vaughan, 1985)

A look at the Rochester industries that announced expansion plans between 1983-85 offers similar local illustrations. (Chart 6)

The economic transition in our community is painful to some. Certain resources and assets are devalued. Skills that have been patiently acquired over many years are made obsolete, seemingly overnight. (Charts 7 and 8) Such charts have numbers, but those numbers represent people--people whose skills need to be changed or updated, and who will possibly have altered financial outlooks, since the average hourly earnings in service industries are frequently less than those in manufacturing. (Chart 9)

What are the implications for Monroe Community College? MCC is uniquely positioned to offer the skill training and upgrading demanded by changing business and industry conditions. A recent survey of job vacancies indicates that Rochester demands a highly educated workforce. Rochester is not a good environment for unskilled, or even semi-skilled, workers. (Chart 10) Of more than 1200 actual job orders in October, 1985, only 27 required no training.

Nationally, the job picture for the unskilled is not much better. (Chart 11)

Many of Rochester's industrial needs are being addressed by MCC programs (Chart 12). But, perhaps there still are gaps we should attempt to fill. One area that seems to need greater emphasis is a greater international emphasis in all programs. (Chart 13)

Also, certain industries that grew last year seem poised for even greater growth. (Nation: Chart 14; State: Chart 15) While we currently have programs in these areas, their rapid growth suggests they're subject to constant change, innovation, and spinoffs into related fields. Therefore, we must exert special efforts to remain current by staying in close contact with the businesses and industries involved, so we can be sensitive to trends and subtle shifts in skills and knowledge requirements.

Many of the fastest growing occupations did not exist 20 years ago. For us to remain viable in satisfying the needs of our community we need to encourage "early alert" mechanisms that constantly monitor trends and suggest necessary adjustments. Perhaps we even need something like industry's "Forward Product Development" function that can incubate new ideas and suggest ways of taking advantage of developing opportunities.

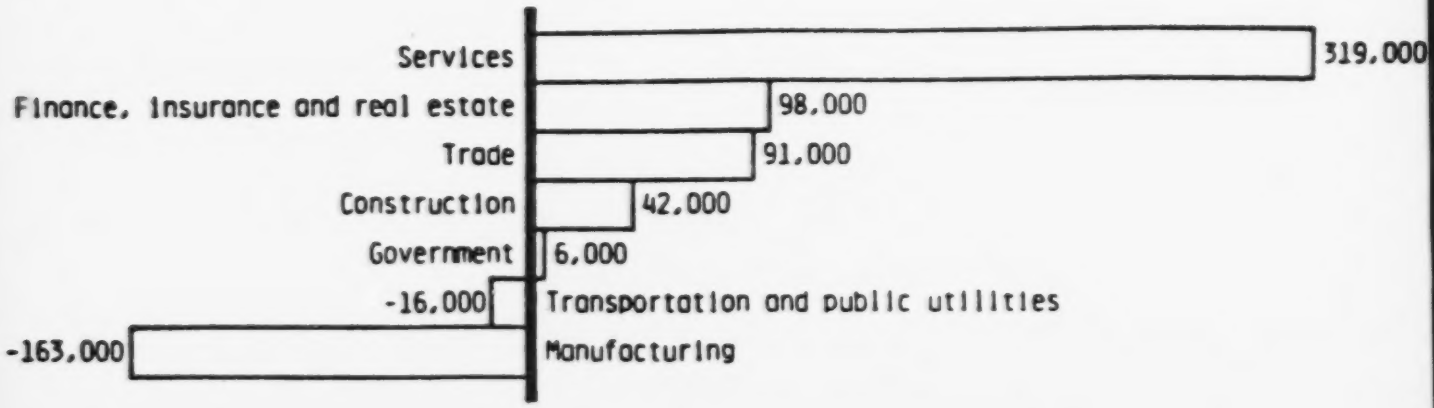
Sources:

Industrial Management Council, Rochester, NY. Source of all charts unless otherwise indicated

"News," United States Department of Labor Bureau of Labor Statistics, Middle Atlantic Regional Office, August 28, 1985 release, Charts #1 and #15

Vaughan, Roger J., "Entrepreneurship, Economic Development, and Education," January, 1985. Paper prepared for the New York State Entrepreneurship Task Force and the Office of Occupational and Continuing Education of the New York State Education Department

Changes in nonfarm payroll employment by industry, New York State, 1979-84



U.S. Bureau of Labor Statistics, August 28, 1985

Chart #1

Manufacturing Employment as Percent of Total Non-Agricultural Employment

	1974	1984	1985
U.S.	25.6	20.7	19.9
N.Y.S.	22.2	17.3	17.1
Rochester MSA	39.0	33.8	33.6
Monroe County	41.3	35.6	35.5

Chart #2

Monroe County Employment
A Comparison

Year	Total	Manufacturing
1970	304,400	130,900
1975	315,400	125,700
1980	337,100	135,200
1985	356,400	127,100

Chart #3

MONROE COUNTY EMPLOYMENT
SELECTED INDUSTRIES

	All Mfg.	Inst., Opt. & Photo	Cloth. & Textiles	Food Proc.
1970	130,900	68,700	5,800	7,100
1975	125,700	76,000	3,000	5,000
1980	135,200	80,700	1,600	4,400
1985	127,100	76,100	1,400	3,700

Chart #4

NEW KODAK SUBSIDIARIES

BETA PHYSICS - MANUFACTURING - PLASTIC FILMS

EASTMAN COMMUNICATIONS - DATA COMMUNICATIONS - PRODUCT IS COMPUTER SOFTWARE

ULTRA TECHNOLOGIES - MANUFACTURING - COMPLETE ELECTRONICS ASSEMBLIES

VIDEK - MANUFACTURING - MACHINE VISION AIDS - OPTICAL/ELECTRONIC EQUIPMENT TO HELP MACHINES "READ" MATERIAL

DISCUS ELECTRONIC TRAINING - DEVELOP CUSTOM TRAINING PROGRAMS AND OFF-THE-SHELF PACKAGES FOR CORPORATE AND GOVERNMENT CUSTOMERS UTILIZING COMPUTER-BASED TRAINING, VIDEOTAPE, OR INTERACTIVE VIDEODISC TECHNOLOGIES

Chart #5

Company Expansions Announced - 1983-85

Alkron Mfg.

Precision Grinding & Mfg. Corp.

Cannon Industries

Bausch & Lomb, Inc.

Scientific Calculations, Inc.

PULSAfeeder Div. of Clevepak Corp.

Eastman Kodak Co.

Legris Inc.

Acro Industries, Inc.

Caldwell Manufacturing Co.

Castle, Div. of Sybron

Stone Construction Equipment, Inc.

Voplex Corporation

Transmation, Inc.

Electronic Navigation Industries

Kayex, A Unit of General Signal

Ferronics Incorporated

Xerox Corporation

Mail-Well Envelopes

Hardwood House, Inc.

Paychex, Inc.

Micromos Inc.

GCA Corp., Tropel Div.

Rochester Film Co.

Chart #6

Changes in Employment in the Rochester Area MSA

	Nov. 1984	Nov. 1985
Total Non-Agricultural	446,200	452,600
Manufacturing	151,000	148,900
Instruments	76,400	76,300
Non-Elec. Machinery	17,700	17,300
Elec. & Electronic	12,600	11,800
Food Proc. & Related	8,800	9,000
Metals Processing	7,300	6,800
Apparel & Textile	2,100	1,800
Printing & Publishing	8,000	7,800
Other Manufacturing	11,500	10,800
Non-Manufacturing	295,200	303,700
Service & Related	95,700	99,200
Wholesale & Retail Trade	89,900	92,600
Finance, Insurance, Real Estate	18,900	19,200
Construction	14,900	15,400
Transportation, Utilities	13,200	13,200
Government	61,800	63,200

Chart #7

MONROE COUNTY

	1960	1970	1980	1985
YEAR AVERAGE				
MANUFACTURING EMPLOYMENT	106,000	130,900	135,200	127,100
PRODUCTION WORKERS	71,000	74,100	72,600	63,911
RATIO PRODUCTION/ TOTAL	66.92%	56.58%	53.74%	50.0%

Chart #8

EMPLOYMENT & EARNINGS

EMPLOYMENT

	NOVEMBER 1985	OCTOBER 1985	NOVEMBER 1984
TOTAL	366,200	365,600	361,200
MANUFACTURING	126,400	127,300	128,300
NON-MANUFACTURING	239,800	238,300	232,900

UNEMPLOYMENT RATES

U.S.	6.7	6.8	6.9
N.Y.S.	6.1	6.6	6.7
M.C.	4.4	4.7	4.8
MSA	5.1	5.0	5.6

EARNINGS

AVG. STRAIGHT TIME HOURLY EARNINGS	12.94	13.00	12.30
AVG. WEEKLY HOURS	42.4	43.3	42.2
AVG. WEEKLY EARNINGS	587.93	597.05	549.48

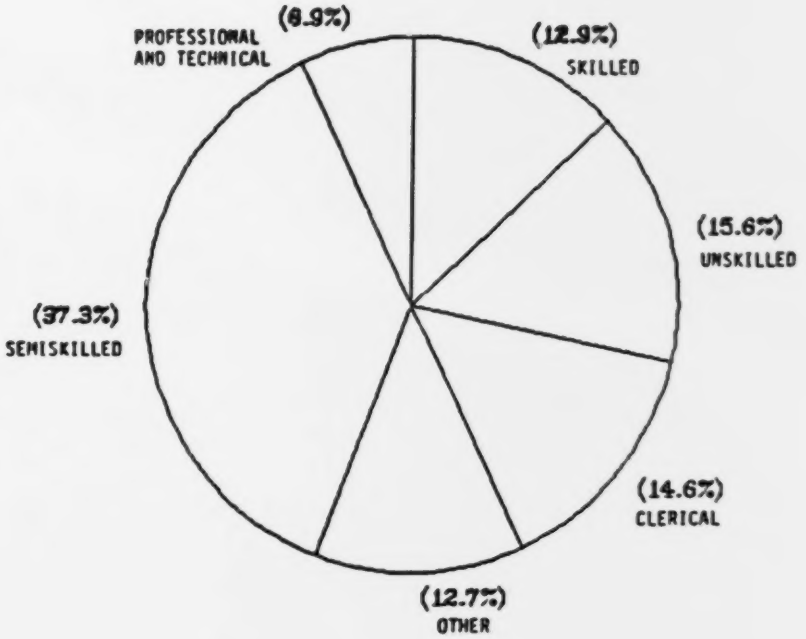
Chart #9

Survey of Job Vacancies

	Oct. 1983	Oct. 1984	Oct. 1985
Number of Industrial Firms Participating	69	74	74
Total Employment	101,616	112,351	111,471
Total Number of Job Vacancies	535	1,039	1,247
Professional Job Vacancies	372	516	665
Technical Job Vacancies	25	153	157
Clerical Job Vacancies	9	113	147
Skilled Job Vacancies	21	75	44
Semi-Skilled Job Vacancies	89	144	187
Unskilled Job Vacancies	14	26	27
All Other Job Vacancies	5	12	20

Chart #10

Nonhigh-Technology Industries



High-Technology Industries

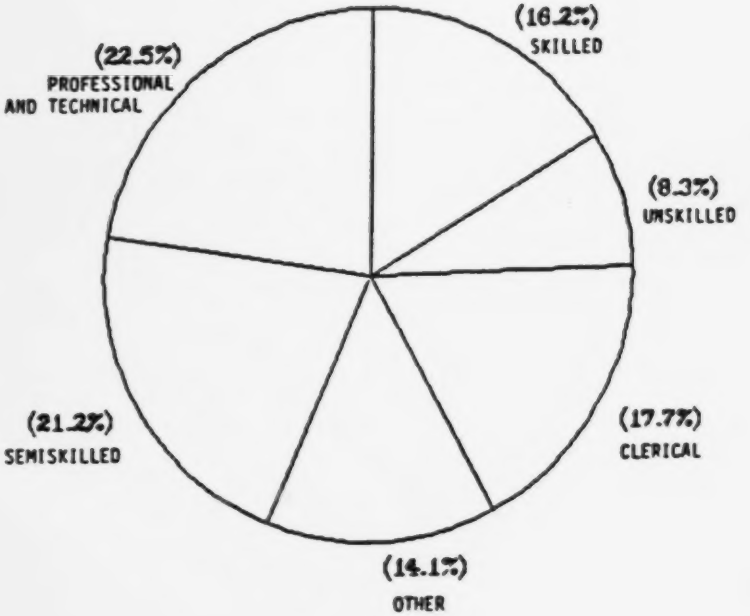


Chart #11

Survey of Job Vacancies - October 1985

Jobs with High Vacancies

Professional		
Programmers, Systems Analysts	111	
Electrical Engineers	110	
Mechanical Engineers	62	
Chemists	62	
Marketing and Sales Personnel	60	
Chemical Engineers	59	
Accountants, Financial Analysts	36	
Other Professional Personnel	69	569
Technical Personnel		
Chemical Technicians	53	
Electrical Technicians	27	
Data Processing Technicians	21	
Mechanical Technicians	11	
Other Technical Personnel	27	139
Clerical Personnel		
Secretaries	42	
General Office Clerks & Typists	26	
Other Clerical Personnel	61	129
Skilled Personnel		
Tool & Die Makers, Process Machinists	14	
Machine Repairers	5	
Maintenance Crafts	4	
Apprentices	4	
Other Skilled Personnel	14	41
Semi-Skilled Personnel		
Trainees for Semi-Skilled Jobs	66	
Assemblers	29	
Machine Operators	18	
Other Semi-Skilled Personnel	63	176
Unskilled Personnel	27	27
Total		1081

Chart #12

Export of Manufactured Products

Years	New York State	Upstate	Rochester	Buffalo	Syracuse
1972	2864.0	1105.8	614.8	344.6	146.4
1977	6384.2	3444.0	1690.0	910.3	405.3
1981	15259.5	10282.4	6219.0	2200.5	956.8
1983	13093.5	8822.9	5336.2	1888.2	821.0

Note: 67 percent of New York State's exports originate in the Upstate New York area.

Chart #13

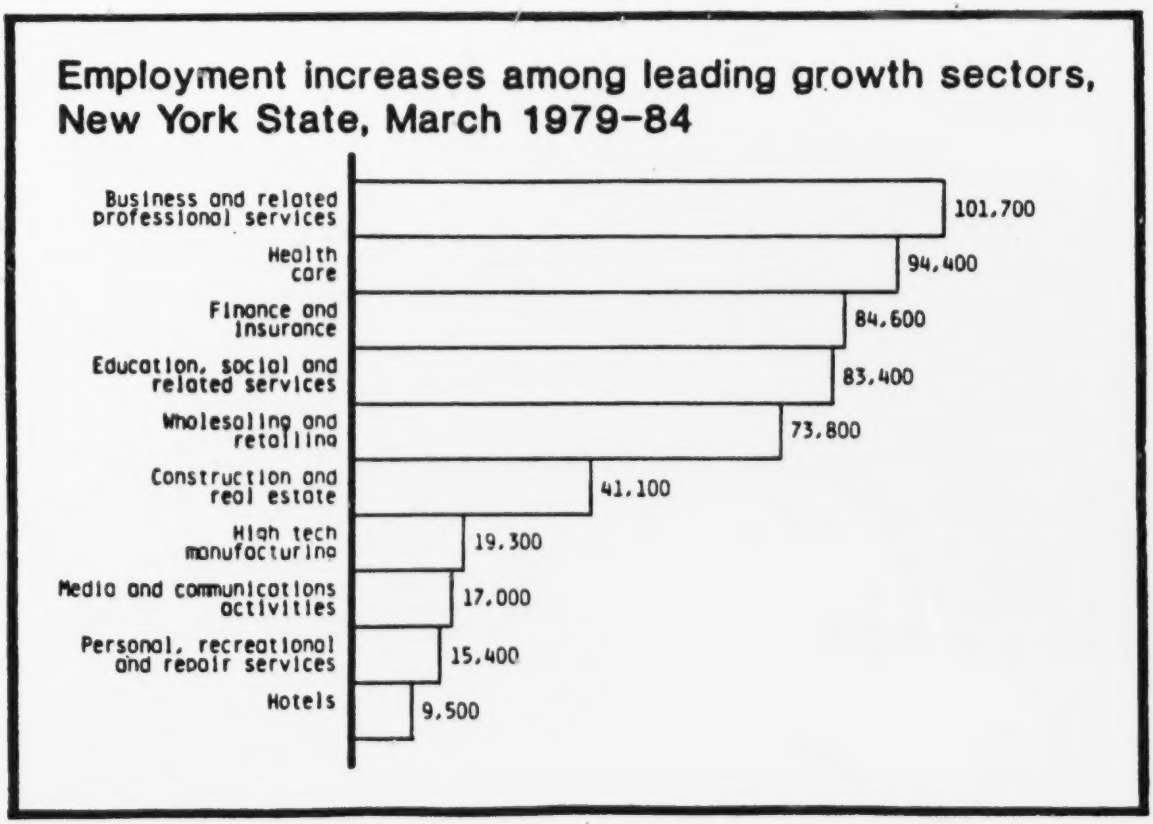
9/84

Where the Jobs Will Be

Outlook in Key Industries

	Expected Jobs in 1995	Change from 1984
Computers, Electronics	1,559,000	+ 35%
Health Care	8,332,000	+ 29%
High Tech	7,730,000	+ 28%
Leisure, Recreation Services	1,525,000	+ 27%
Printing, Publishing	1,751,000	+ 20%
Communications	1,585,000	+ 17%
Retailing	21,287,000	+ 16%
Banking/Financial	5,723,000	+ 19%
Public Utilities	1,177,000	+ 13%
Auto Making	828,000	- 4%
Food, Beverage	1,474,000	- 10%
Textiles, Apparel	1,581,000	- 18%

Chart #14



U.S. Bureau of Labor Statistics, August 28, 1985

Chart #15

ERIC CLEARINGHOUSE
FOR JUNIOR COLLEGES
JUN 6 1986